

AUTOMOBILES

A BIG DEMAND FOR NEW MODEL OVERLAND CAR

Cort. May Makes Some Interesting Remarks on Present Trendency in Automobile Purchases.

NO. 75 A BIG SELLER SHIPMENT ON THE WAY

Many Orders Already Placed Before Demonstration Car Has Arrived.

Cort. May, manager of the Edmonton garage, which is the distributor for Alberta for the Overland cars, is now in the east, at the Overland factory, in the course of a tour of the country for the coming season, and has written the following interesting remarks on certain terms regarding the new 1916 models, particularly in reference to the Overland car. The car, which cost \$1,250, was delivered at Edmonton, and the "first car to come to town" is yet to go under the hammer.

As a matter of fact, he says, of this new model, the Overland has presented itself, because the local distributor reported that the car had sold well with inquiries for this car, many of which are already sold, even before it has been delivered.

Mr. May, who attended the New York show, has some interesting things to say regarding the present trendency toward light weight and compact-priced cars.

"It was indeed interesting," he said, "to consider the question of motor enthusiasts who are attending the show, and who were asked the questions asked by visitors of former years.

It could not help thinking of the tremendous changes which have taken place in the automobile market in a comparatively short time, changes brought about by the public and the motor-car manufacturers.

"It had only been within the last year that the public had even considered the automobile as a means of investment.

"Those heavy cars, costing up to \$1,500, would not interest people, even to the extent of a trial drive, unless who could afford a high-priced car they would not even think of driving it again."

"The best way to attract a man's attention is to show him a car which looks like a motor car.

"Whether you reduce or increase the weight of a car, that is what really determines the kind of an expression on his face. The medium-priced car, which is the Overland, is a pocket, because of its low up-keep cost, and the fact that it is a car which has changed public opinion from its old habit of buying automobiles solely by the weight of the car.

"It was evident to the most casual observer that the public was not just in looking at Overland cars could afford any sort of an automobile, but that having seen the car they seemed indicated what is up-coming in the mind of the public, and what is to come in cars this year.

"Reducing weight, fuel consumption and up-keep expenses—these are the important questions people want answered. The public has decided that the initial cost of an automobile, which is the Overland, is not the determining factor in choosing a car.

"The expense of running the car is the important thing, and every automobile buyer knows that determining the cost of running the car from a business standpoint.

"We have seen the public realize more than ever before that light weight, medium-priced car, produced on a large scale, and which is backed by a reputable concern, is the most sensible automobile investment that can be made."

How To Keep Your Car From Freezing

"I use my car extensively in the winter and would like to know what should be done to prevent the water in the radiator from freezing."

"W. K. L. Edgerton."

"With the first cold snap cars should be taken care of by adding a good anti-freezing solution that will effectively prevent the water from freezing. The simplest and easiest, the most easily made solution consists of distilled water and alcohol in the following proportions:

Boiling point of alcohol
Water Alcohol Percentage
50 10 25
40 15 33
35 20 38
30 25 40
25 30 40
20 35 40
15 40 40

"The heat from the motor causes the alcohol to evaporate, and therefore care must be taken so as to add more alcohol to the solution, so that it will not drop below 20 degrees. The constant evaporation of a still motor can be checked by the use of a still kind of exercise for any storage battery.

"Yet, many motorists thoughtlessly use the same solution all the time in this manner, with the result that not only is the water in the radiator frozen, but the motor itself becomes necessary. The observance of the following simple instructions will prevent cold weather trouble, and, except lighting trouble, and, except the

motorist should be most out of his battery and pocket."

One of the surest methods of preventing storage battery abuse in cold weather is to use the following means of priming the engine. Most cars have one or two priming nozzles, which the engineer to obtain a richer mixture for easier starting. Another excellent agent for priming is acetone, which, when fed into the

intake manifold furnishes a ready-made mixture for starting the engine in the morning.

While these precautions will prevent needless battery abuse in cold weather, the storage battery is always charged.

There is no danger of a fully charged storage battery being overcharged.

When the storage battery is not in use, it should be given the same care as when it is performing its functions on the car, as a storage battery is constantly discharging itself.

Therefore, when laying the car up for the winter, it is best to give the storage battery at least once a month a full charge, or leave it in the care of a competent battery service station.

When the storage battery is not in use, it should be given the same care as when it is performing its functions on the car, as a storage battery is constantly discharging itself.

is completely discharged and will freeze at 20 degrees above zero. If the temperature falls below 20 degrees more than half discharged and will freeze.

To determine the condition of the storage battery, a hydrometer reading at least once a month is necessary.

If the reading is 1.210, it is half charged and will freeze at 20 degrees.

If the reading is 1.200, it is one month thereafter, also a thorough charge after a period leaves it at 20 degrees.

It is the opinion of the author that the storage battery should be given a full charge at 20 degrees.

When the storage battery is not in use, it should be given the same care as when it is performing its functions on the car, as a storage battery is constantly discharging itself.

(Continued on page fifteen)

Overland
TRADE MARK REG.

You Can Now Get the Big Comfortable 35 Horsepower Overland for \$965

En bloc 35 horsepower motor
Electric starting and lighting system
Electric control buttons on steering column
Four inch tires

Roadster \$935
f. o. b. Toronto

Model 83 B

With unerring judgment of value—

With a rush that swallowed up a record production in jig time—

The public took more than 50,000 of the \$1050 Overlands in six months.

In six months we've absorbed all the overhead; absorbed all the development expense; realized on all the experimental cost that is usually spread over a year.

We covered our material requirements at before-the-war prices—saved three and a half million dollars on aluminum and another million on steel.

We have increased our production capacity of 300 cars per day last June to 1000 cars per day.

Demountable rims; with one extra 106-inch wheelbase
Deep divan upholstery
One-man top; top cover

And though the price is reduced the car is improved.

It has an up-to-the-minute power plant, en bloc type, developing full thirty-five horsepower. It has abundant power and speed and an exceptionally quick get-away.

The value is pre-eminent—unapproached.

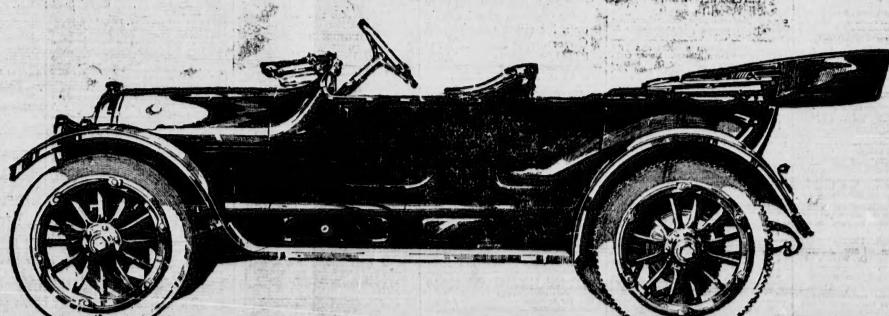
We guarantee that the price for this model will never be lower.

But this price reduction is made in the face of a rising material market—we cannot guarantee that it will not be higher.

See the Overland dealer now—anticipate your requirement if need be—but make sure of your delivery now.

EDMONTON GARAGE LTD., Distributors, Corner of Jasper and 121st St., Phone 81762

Willys-Overland Limited, Toronto, Ontario



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The Morning Bulletin

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OURS IS 5888

CLASSIFIED RATES

For classified advertising, rates are as follows: "Lost," "Found," etc., 1 cent; one line, 25 cents; 25 words or less, three days, 50 cents; 25 words or less, six days, 75 cents; over 25 words, 1 cent; 25 words or less, each insertion, 5 cents; insertion charged in both. This class includes notices charged in both Morning and Evening editions of the Bulletin. Special contract rates for standing entries, 1 cent per word on white paper, 1 cent per word on yellow.

BRANCH AGENCIES FOR BULLETIN WANTS ADVERTISING

For your convenience, arrangements have been made with the following advertising agencies for the Education Bulletin:

O. St. John, M. H. French Agents
Alberta Agents, 1000 12th Avenue,
EAST END.

All Cash Stores, 1000 12th Avenue,
Newsway Pharmacy, 1000 12th Avenue, Spruce,
G. L. Smith, 1000 12th Avenue,
Mitchell Pharmacy, 1000 12th Avenue,
Pepita, 1000 12th Avenue,
Highlands.

Young's Store, 1000 12th Avenue,
Pepita, Bingham Cash Store, Oldford
Block.

H. D. Lester, Jasper Avenue,
J. G. Johnson, Jasper Avenue,
J. G. Johnson, corner 12th Street
West, Jasper.

B. P. Barrett, Jasper Avenue, Plain
and 12th Street.

W. E. Hart, Jasper Avenue,
1000 12th Street.

Montgomery Ward, 1000 12th Street,
Inglewood General Store, 1000 12th Street.

Midwest Stores, 1000 12th Street and 8th Avenue,
Cartage Gas, 1000 12th Street.

Red Coat Stores, 1000 12th Street,
Miss Bingham, 1000 12th Street.

Edmonton Company, Limited,
1000 12th Street.

Edmonton Company, Limited,
1000 12th Street.

PERSONAL

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price of four, minimum

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use this page because it is

the most attractive.

CASH PAID FOR YOUR

discarded Clothing Men's

suits specially desired

Shaw & Co., 6638

A-1-2

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and Financial Standing, full of
wishes to help from 22 to 25, want

to keep giving description and au-

thorized address. Box 1000, Jasper

Block.

MARY E. LONIAN, FUG. KINSLER

one. Many wealthy. Wishes to

keep giving description and au-

thorized address. Box 1000, Jasper

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WANT TO KNOW THAT WE CAN MAKE

like new any broken stone casting or

